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(54) **INTERACTIVE SYSTEM AND METHOD FOR USE WITH BROADCAST MEDIA**

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(57) **ABSTRACT**

An interactive media system (100) is provided for use with broadcast media wherein feedback is provided to subscribers of the system via subscriber access devices. Interactive radio mobile units are mounted within vehicles (104) or at other locations. In some embodiments, each mobile unit includes a receiver (116) for receiving radio broadcasts, a GPS system (118) for determining the location of the vehicle (104), and a wireless transmitter (120) for transmitting interactive radio control signals to a network operation center (110). While listening or viewing a media broadcast, the subscriber selects program segments of interest by pressing an interactive radio control button on the mobile unit. The program segments are, for example, individual musical selections, advertisements or the like. In response, the mobile unit transmits the carrier frequency of the radio broadcast, the date and time, the geographical location of the vehicle, and a subscriber identification signal to the network operation center (110) using the wireless transmitter (120). The network operations center (110) determines the identity of the selected program segment based upon the information transmitted from the mobile unit. Then, the network operation center (110) accesses databases (202) providing information pertaining to the selected program segment and provides the information to the subscriber via the Internet (111), such that the information can later be retrieved by the subscriber using a home or office computer (112) or the like.

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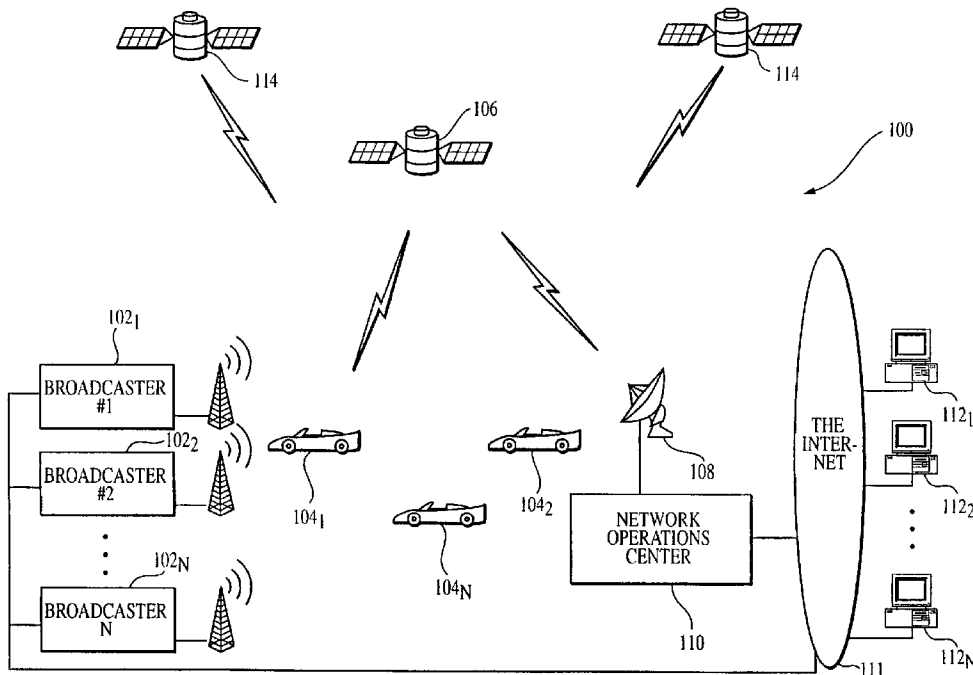
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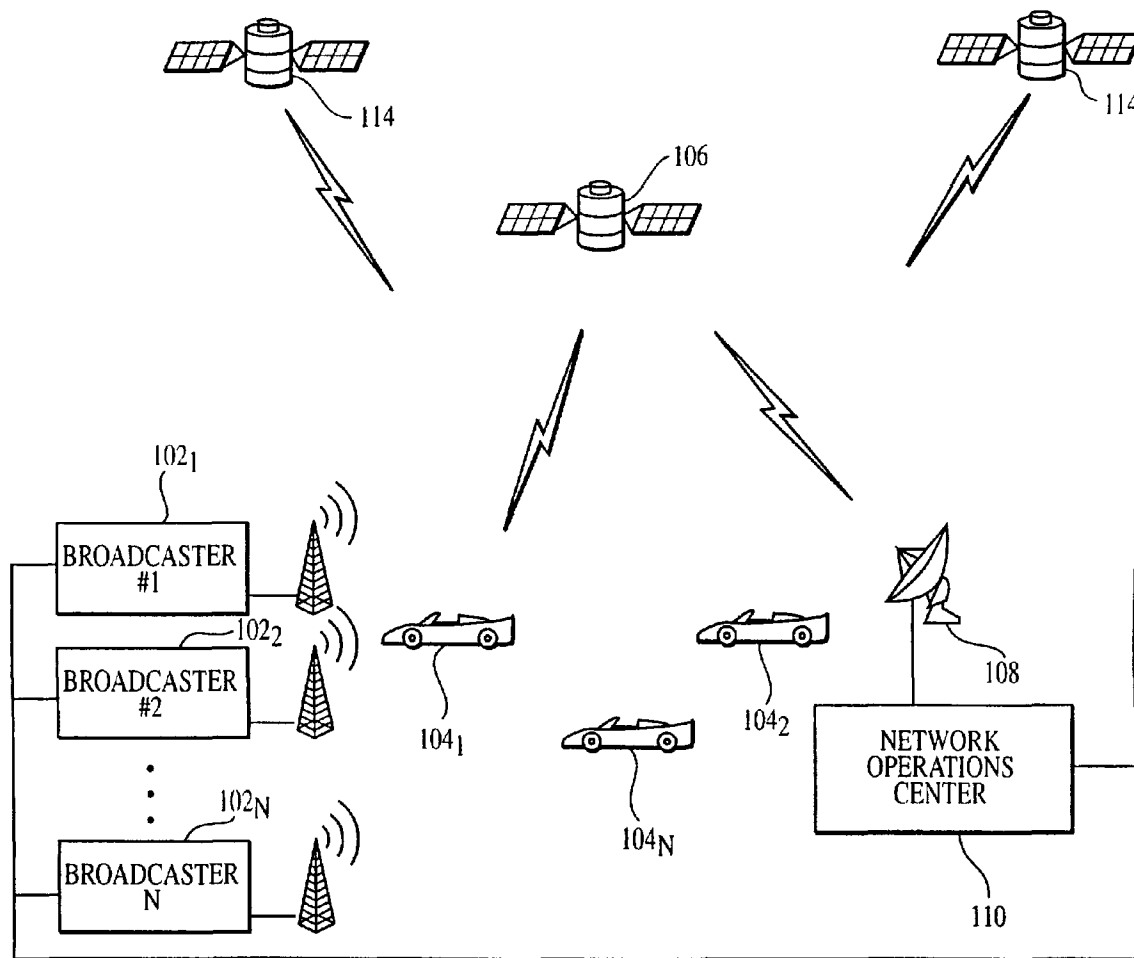
Related U.S. Application Data

(63) , which is a continuation of application No. 09/459,025, filed on Dec. 10, 1999.

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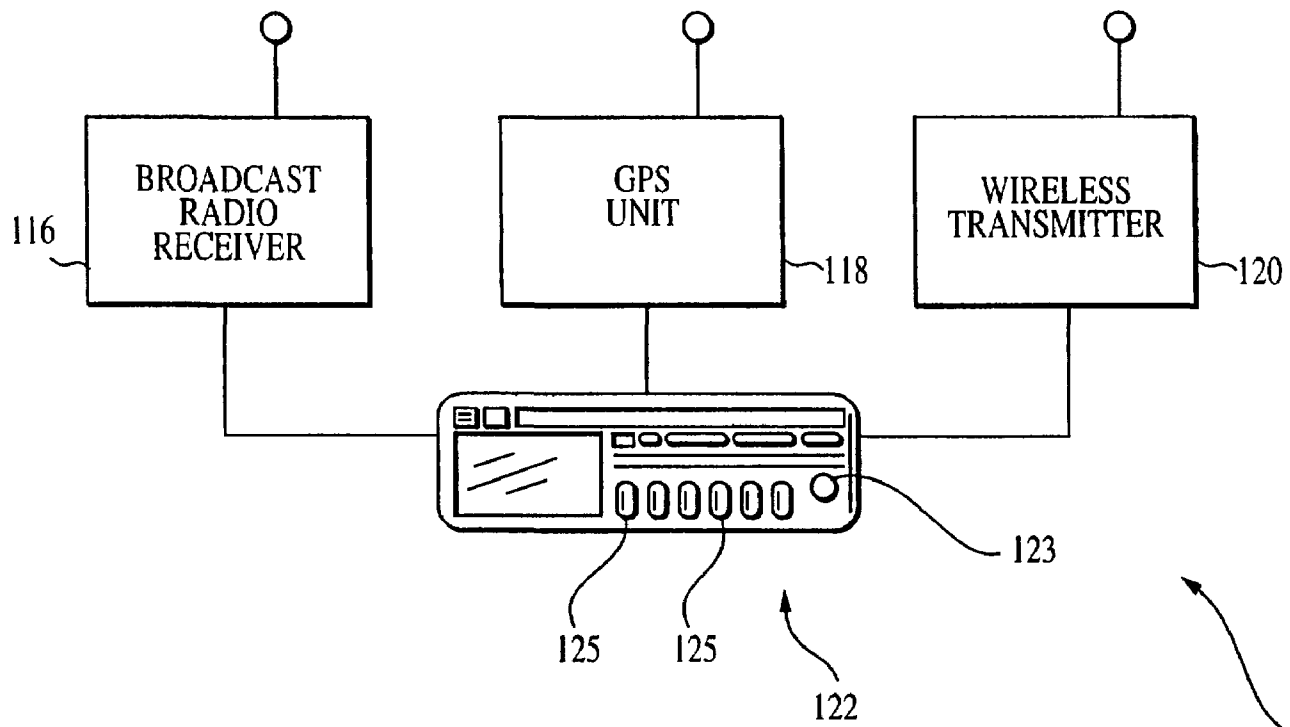


FIG. 2

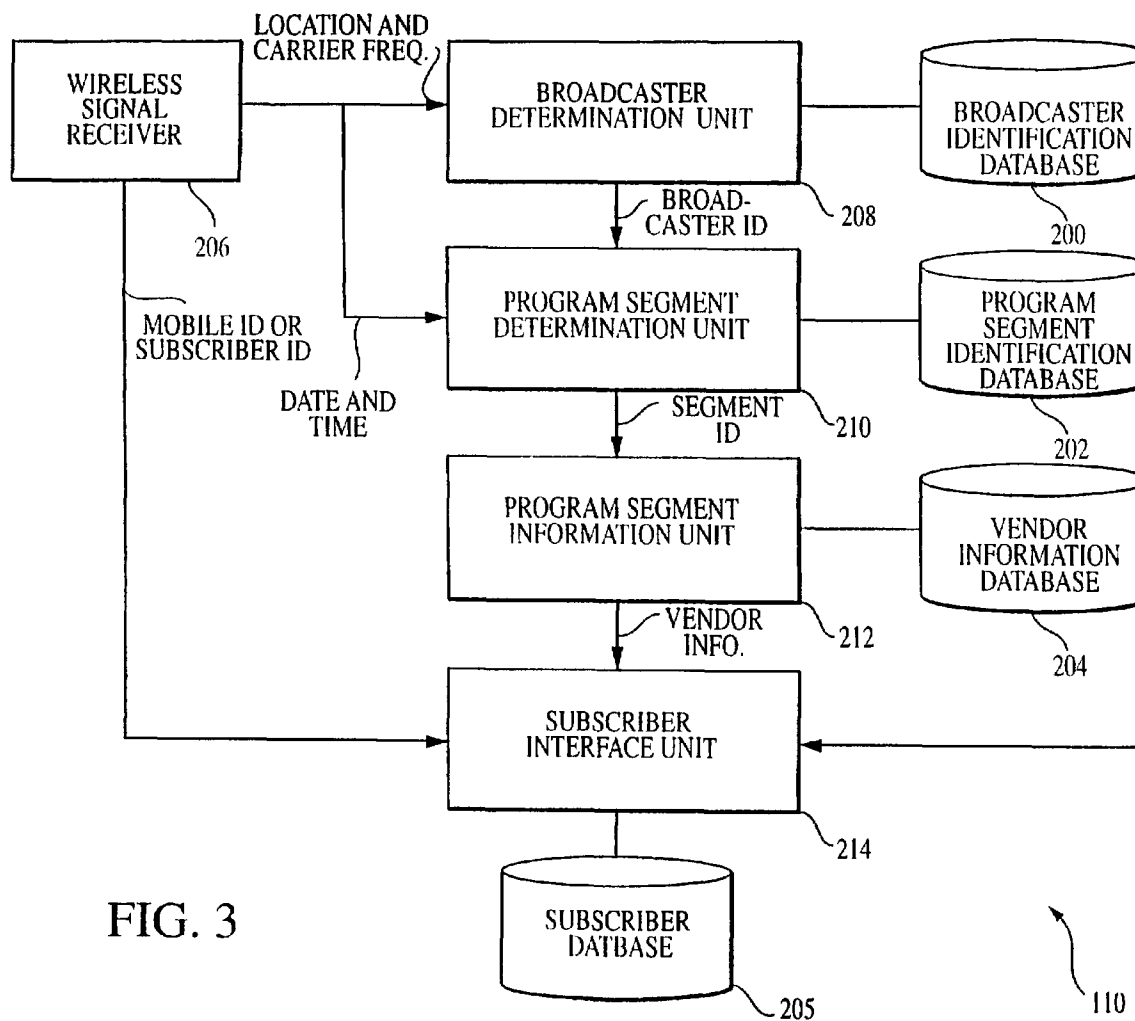


FIG. 3

BROADCASTER ID	CARRIER FREQ.	LOCATION	RANGE
BROADCAST #1			
BROADCAST #2			
.			
.			
.			
BROADCASTER N			

200

BROAD
IDENTIF
DATA

BROADCASTER ID	PROG. SEG. ID	DATE AND TIME
	SEGMENT #1	
	SEGMENT #2	
.		
.		
.		
	SEGMENT N	

202

PROGRAM
IDENTIF
DATA

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